

**Remarks**

The Office Action mailed January 24, 2007 has been carefully reviewed and the foregoing amendment has been made in consequence thereof.

Claims 1 and 3-20 are now pending in this application. Claims 1-8 stand rejected. Claim 2 has been canceled. Claims 9-20 have been newly added. No new matter has been added. No fee calculation sheet is needed for the newly added claims.

The rejection of Claims 1-8 under 35 U.S.C. § 102(e) as being anticipated by Garber et al. (U.S. Patent No. 7,044,373) ("Garber") is respectfully traversed.

Garber describes using various RFID devices to read information from an RFID tag on an item, specifically, library materials such as books, periodicals, and magnetic and optical media. Garber further describes placing sorted books onto portable carts to be transported to their appropriate locations in the library. The portable carts incorporate portable RFID devices, which in combination with antennas running the length of each cart shelf, enable the cart to take an inventory of the items. Notably, Garber does not describe nor suggest a cart, bin, display, or any other similar device that is collapsible.

Claim 1 recites in part, a system for monitoring inventory in a point of purchase display, the system including, "a portable display stand, having at least one shelf, operably configured to support a package thereon, the portable display stand configured to be collapsible and transportable. . . ."

Garber does not describe nor suggest a system for monitoring inventory in a point of purchase display as recited in Claim 1. More specifically, Garber does not describe nor suggest a system for monitoring inventory that includes a portable display stand that is configured to be collapsible. Rather, in contrast to Claim 1, Garber describes a portable cart, which is not described as being collapsible, configured to aid transport and storage of library materials. Although Garber does describe an RFID interrogation system that may also be applicable to

identifying items in bins, piles, shelves, and rooms, Garber does not describe such bins, piles, shelves and rooms as being collapsible.

Since Garber makes absolutely no mention of the cart, bins, piles, shelves and/or rooms being collapsible, Garber does not describe or teach a system for monitoring inventory in a point of purchase display, wherein the system includes a portable display stand that is configured to be collapsible.

For at least these reasons, Applicant submits that Claim 1 is patentable over Garber.

Claim 2 has been canceled. Claims 3-8 depend from independent Claim 1. When the recitations of Claims 3-8 are considered in combination with the recitations of Claim 1, Applicant submits that dependent Claims 3-8 likewise are patentable over Garber.

For at least the reasons set forth above, Applicant respectfully requests that the Section 102 rejection of Claims 1-8 be withdrawn.

New Claim 9 is an independent claim directed to a system for monitoring inventory in a point of purchase display, wherein the system includes a portable display stand substantially fabricated from paperboard. Applicant submits that Garber does not describe or teach a system for monitoring inventory that includes a portable stand that is substantially fabricated from paperboard. Although Garber does mention metallic and non-metallic carts that are used for holding books or other library materials within a library, Garber does not describe a portable stand substantially fabricated from paperboard. In fact, Garber teaches away from a stand substantially made from paperboard because the carts, bins and shelves described in Garber are used for holding relatively heavy materials such as a plurality of books and other library materials. Therefore, in light of the intended use of these items in Garber, these items would not be made from paperboard. For at least these reasons, Applicant submits that Claim 9 is also allowable.

New Claim 10 is an independent claim directed to a system for monitoring inventory in a point of purchase display, wherein the system includes a portable display stand configured to be collapsible. Applicant submits that Garber does not describe or teach a system for monitoring

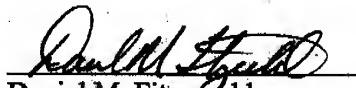
inventory that includes a portable display stand that is configured to be collapsible. Rather, in contrast to Claim 10, Garber describes a portable cart, which is not described as being collapsible, configured to aid transport and storage of library materials. Although Garber does describe an RFID interrogation system that may also be applicable to identifying items in bins, piles, shelves, and rooms, Garber does not describe such bins, piles, shelves and rooms as being collapsible.

Since Garber makes absolutely no mention of the cart, bins, piles, shelves and/or rooms being collapsible, Garber does not describe or teach a system for monitoring inventory in a point of purchase display, wherein the system includes a portable display stand that is configured to be collapsible. For at least these reasons, Applicant submits that Claim 10 is also allowable.

Claims 11-20 depend from independent Claim 10. When the recitations of Claims 11-20 are considered in combination with the recitations of Claim 10, Applicant submits that dependent Claims 11-20 likewise are patentable over Garber.

In view of the foregoing amendments and remarks, all the claims now active in this application are believed to be in condition for allowance. Reconsideration and favorable action is respectfully solicited.

Respectfully Submitted,

  
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